



Data Management for Data & Analytics

Management Consulting

There is a significant shift in the position of data in the enterprise architecture. Companies nowadays tend to create data platforms and take data-driven decisions. To generate its value, data must be accessible and available for business applications and processes. In this context data management is considered to be the crucial element to unfold the full value of data during Data & Analytics transformations.

Economic gain from leveraging “data as an asset” during Data & Analytics transformation

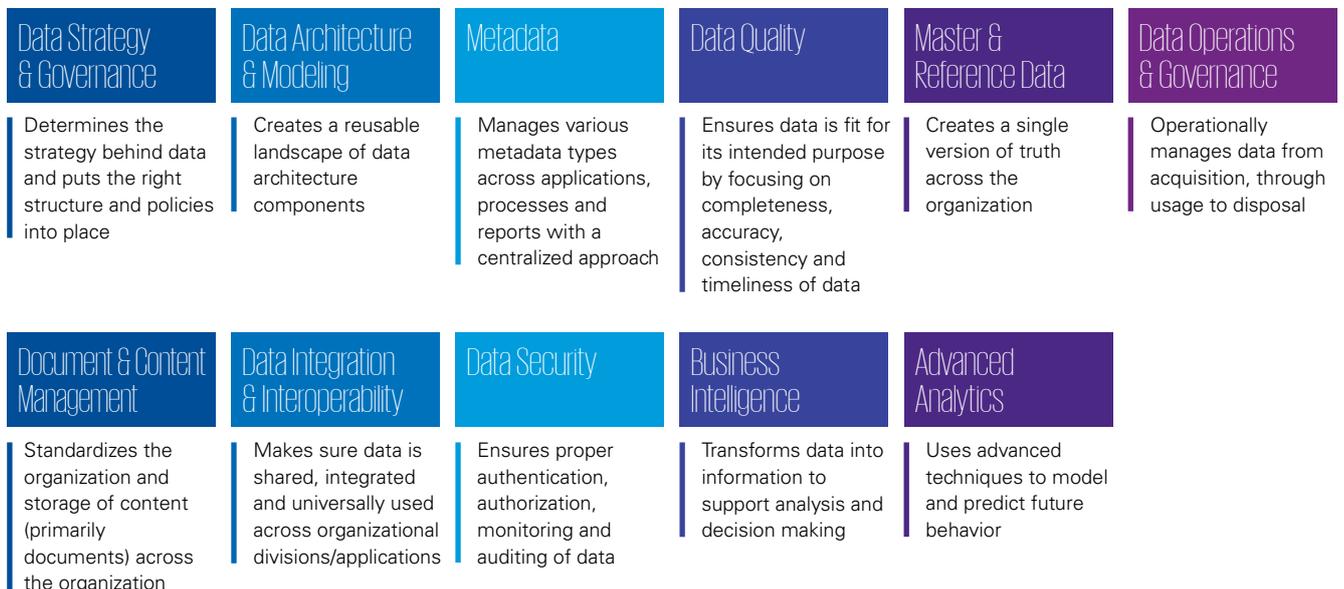
The value of data consists of many small assets, which allow impressive cost savings:

- **Increased market value of the company** valuing a company by knowing the value of its data
- **Information management optimization** by identifying and managing data that has real value for the company
- **Improved risk management** by identifying and evaluating data assets that can reduce risk and also assure compliance with regulations

- **Improved operation costs and efficiency** by focusing on consistent data quality
- **Compliance** saving costs by preventing fines coming from potential non-compliance with regulations or law caused by data

Advanced Data Management framework

KPMG has developed a comprehensive Advanced Data Management framework and methodology to effectively support clients in the offered services. With this solution, businesses can foster their individual Data Management approach to maximize efficiency, agility and transparency.



What are the key aspects of proper data management during the D&A transformation?

Data strategy & governance

- Stakeholder identification
- Definition of the business case and funding
- Choice of the best-of-breed data governance model
- Business requirements for data quality and definition of the service level agreement

Metadata management

- Identification of metadata
- Evaluation of the tool for metadata management
- Completion of the data dictionary and data access control on metadata level

Data source identification and lineage

- Identification of data sources and respective responsible
- Automated or automatically supported data lineage

Data security and access management

- Identification of data protection aspects and corresponding data flows
- Identification legal aspects of record retention, archiving and deletion
- Allocation of data privacy policy for data objects
- Rules definition for data complying with policies
- Interface identification, definition, simplification and data access testing

Data quality

- Technical requirement definition
- Data quality assessment and root-cause analysis of the identified issues
- Decision on the next steps on the use-case basis



Implementing these concepts according to the needs of your business makes the data platform more profitable for the whole organization.

- Higher trust in created reports and balance between self-reports and predefined ones

Potential Data Management & Analytics benefits for the clients

- Improved risk management
- Process optimization and increased automation
- Governance model adjusted to the organization – centralized or decentralized governance
- Data is compliant according to the requested needs
- The whole organization speaks the same language in terms of data management

Why KPMG?

KPMG's Data Management Specialists from Management Consulting support you best to extract the value out of your data. Our activities are supported by many years of experience and continuous satisfaction of regular and new customers. We have conducted many data projects, both with small, local companies, as well as big, international enterprises all over the world.

Contact us for more details.

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